



NEW HANOVER COUNTY PUBLIC HEALTH STRATEGIC PLAN 2018-2021

VISION: A Healthy, Thriving Community

PUBLIC HEALTH PROTECTION

STRATEGIC OBJECTIVES

Improve effectiveness in preventing and controlling infectious disease

Improve capacity to prepare for, respond to, and recover from emergencies

Enhance the effectiveness, accessibility, and quality of public health surveillance systems

STRATEGIC LEADERSHIP & PARTNERSHIPS

STRATEGIC OBJECTIVES

Coordinate diverse and multisector partnerships with non-traditional partners to meet community health needs

Lead and participate in collective impact initiatives addressing community health priorities

EMPOWERED COMMUNITY

STRATEGIC OBJECTIVES

Increase community environments that support active living, healthy eating, and tobacco-free living

Reduce the impact of substance abuse and addiction

Enhance communications to help the community understand basic health information and make appropriate health decisions

HEALTH EQUITY

- Implement health in all policies
- Expand understanding of health
- Strengthen community capacity

ASSURANCE

- Enforce laws and regulations that protect health and ensure safety
- Link people to health services and assure the provision of healthcare when otherwise unavailable
- Evaluate effectiveness, accessibility, and quality of personal and population-based health services

LEVERAGE & OPTIMIZE RESOURCES

ORGANIZATIONAL CAPACITY

MISSION: Protect and promote the health of our community and environment.